

## Customer Data Dashboard Demo – Overview

This interactive report provides a comprehensive view of key customer metrics, trends, and insights. The dashboard leverages advanced Power BI and Microsoft Fabric features to enable dynamic, real-time exploration of the data. Interactive visual features are modelled and designed in the supporting **Fabric Semantic Model** of this demo dashboard.

This dashboard is part of a full-stack solution demonstrating my capability to design, orchestrate, and deliver scalable analytics across the Data Warehouse and Lakehouse landscape; from ingestion pipelines and semantic modeling, right up to real-time dashboards and CI/CD deployment.

**Key Features:**  
Feature Description

**Dynamic KPI Selection (Field Parameters)**

Users can choose which KPI to display in the Card visual, allowing flexible focus on metrics such as Total Customers, Average Income, and Signup % without creating multiple visuals. - **Page** KPI

**Calculation Groups**

Standardized calculations such as growth %, YTD, and variances are applied consistently across metrics, ensuring accurate comparative insights. **Page** All

**Conditional Formatting**

Highlights KPIs, trends, and alerts based on thresholds or performance targets for quick visual interpretation. **Page** Income Distribution, KPI

**Time Trend Analysis**

Interactive customer income matrix visual to allow tracking of KPIs over time, supporting time trend analysis comparisons. **Page** Income Distribution

**Row-Level Security (RLS)**

Ensures that users only see data relevant to their assigned region or role, supporting secure multi-user deployment, at the moment simulated by email existing in 'TestUserAccess' table. **Page** KPI

**Interactive Visuals**

Slicers, drill-throughs, and tooltips enable deep exploration of metrics by dimensions such as Country, Customer Segment, and Time Period. **Pages** All

**High Usability & Accessibility**

Designed for both desktop and web, optimized for readability, and includes clear labels and colour cues for decision-making.

**Scorecard:**

Consolidates key KPIs into a single view with clear performance indicators, targets, and variances for quick executive insights, e.g. for total customer acquire against a target over a period. **Page** KPI

**Bookmarks:**

Enables seamless navigation and storytelling by capturing report states, allowing users to toggle between pre-defined analytical views effortlessly. **Page** Introduction (Analytics Views button)

**Tooltip:**

Enables custom design of tooltip layout and data items to highlight data Item e.g. Income Trends By Age. **Page** Introduction

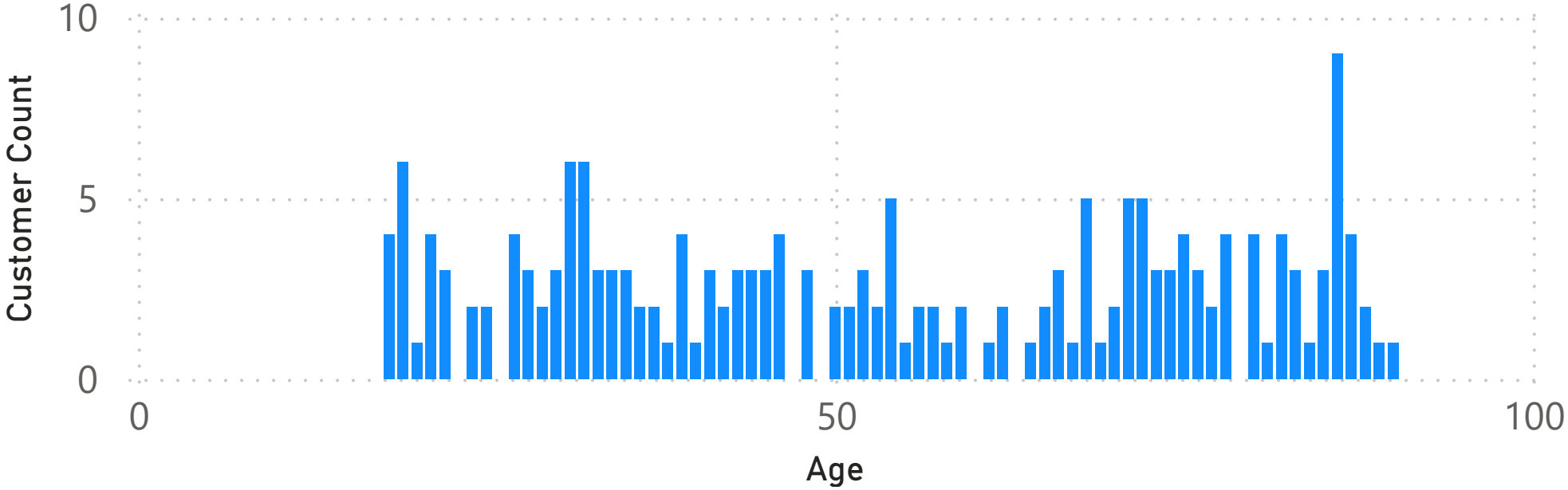
**How to Use**

1. Select your **KPI** from the top slicer to update the Card and related visuals dynamically.
2. Use **filters** to explore specific regions, segments, or time periods.
3. Hover over visuals for **detailed insights** via tooltips.
4. Track **trends and performance** with the time series and scorecard visuals.



LaserengraveDeals - Report for Distribution

Customer Count by Age



Select all

Enterprise

Free

Premium

Trial

Unknown

Sign Up Date

21/10/2022

31/12/2025

country\_code

Select all

Germany

India

Select Metric

Age

country

Subscription Type

188

Total Customers

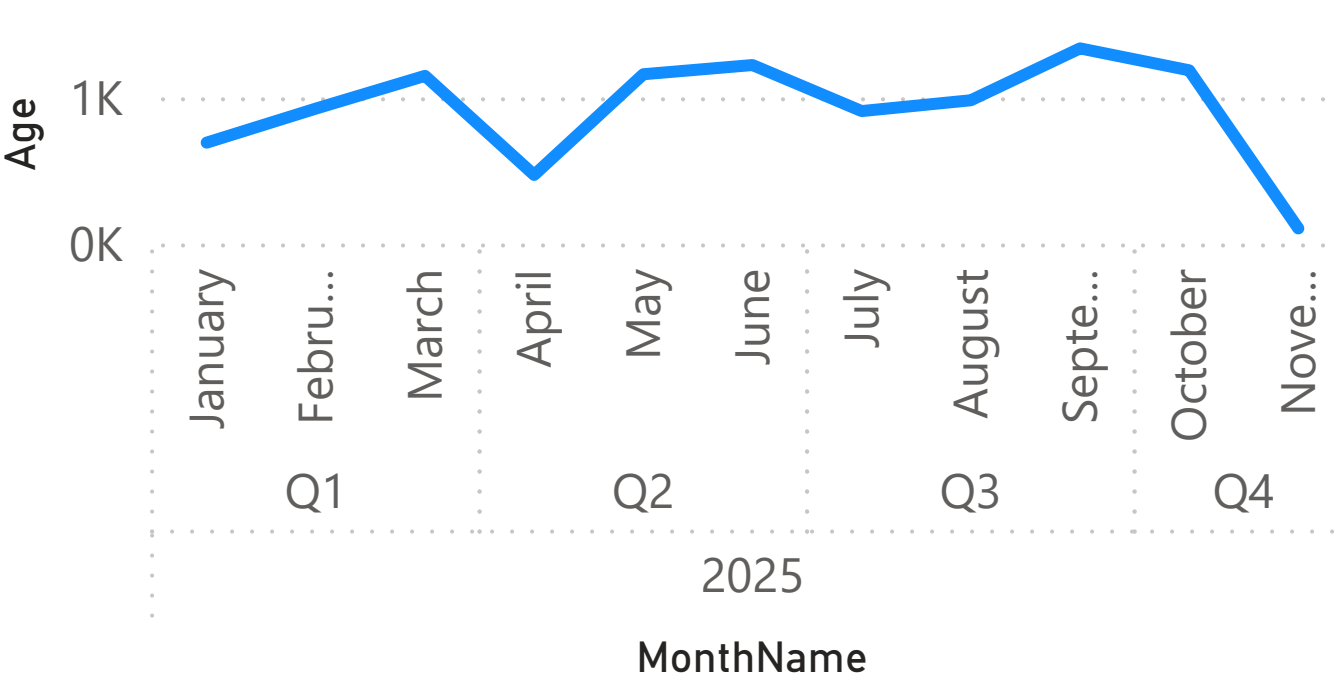
12 Month Rolling Sign Ups

188

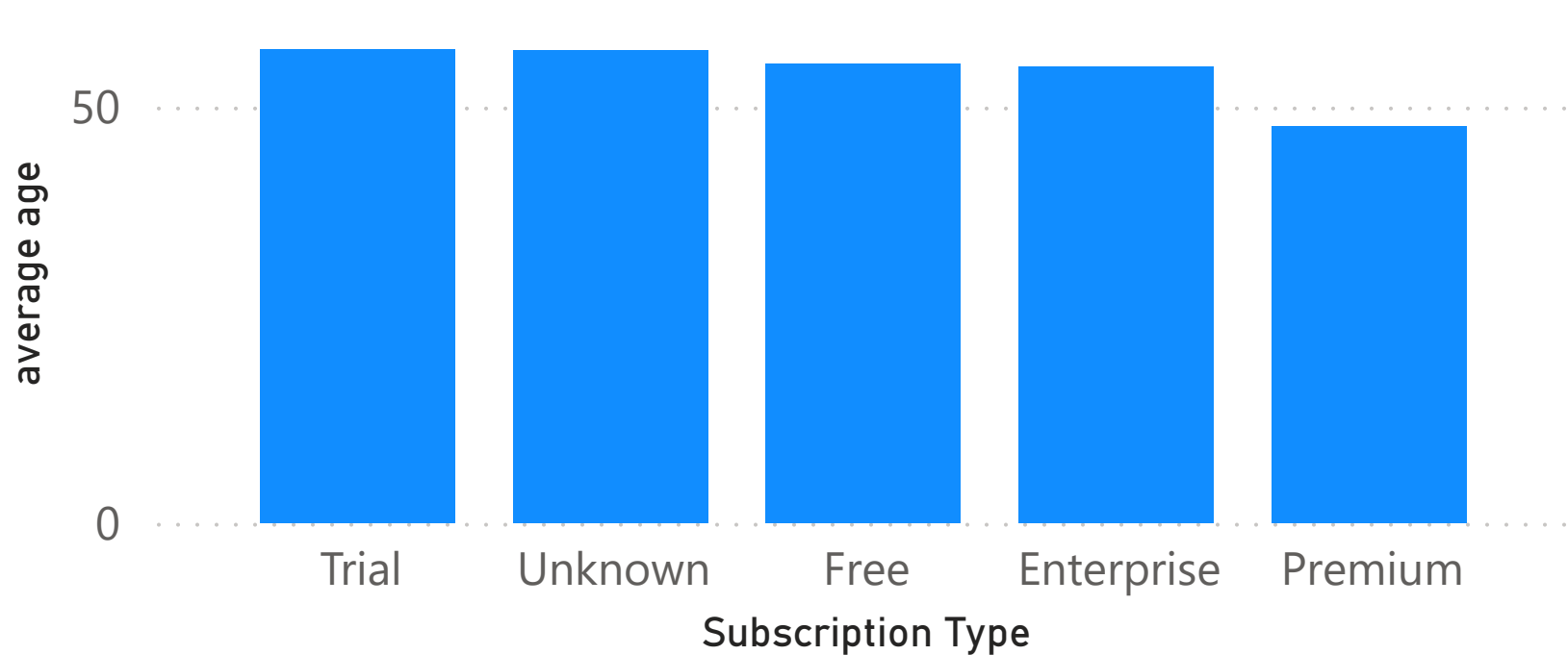
Income Period Trends Analysis

Year	MTD	QTD	YoY	YTD	YoY%
2025		1,846,818.00	15,617,570.00	13,163,977.00	-15.71%
Q1	1,546,779.00	3,598,666.00	4,039,452.00	3,598,666.00	-10.91%
Q2	1,232,360.00	3,694,737.00	3,849,571.00	7,293,403.00	-4.02%
Q3	1,715,425.00	4,023,756.00	3,826,726.00	11,317,159.00	5.15%
Q4		1,846,818.00	3,901,821.00	13,163,977.00	-52.67%
Total		1,846,818.00	15,617,570.00	13,163,977.00	-15.71%

Signup Trends Over Time

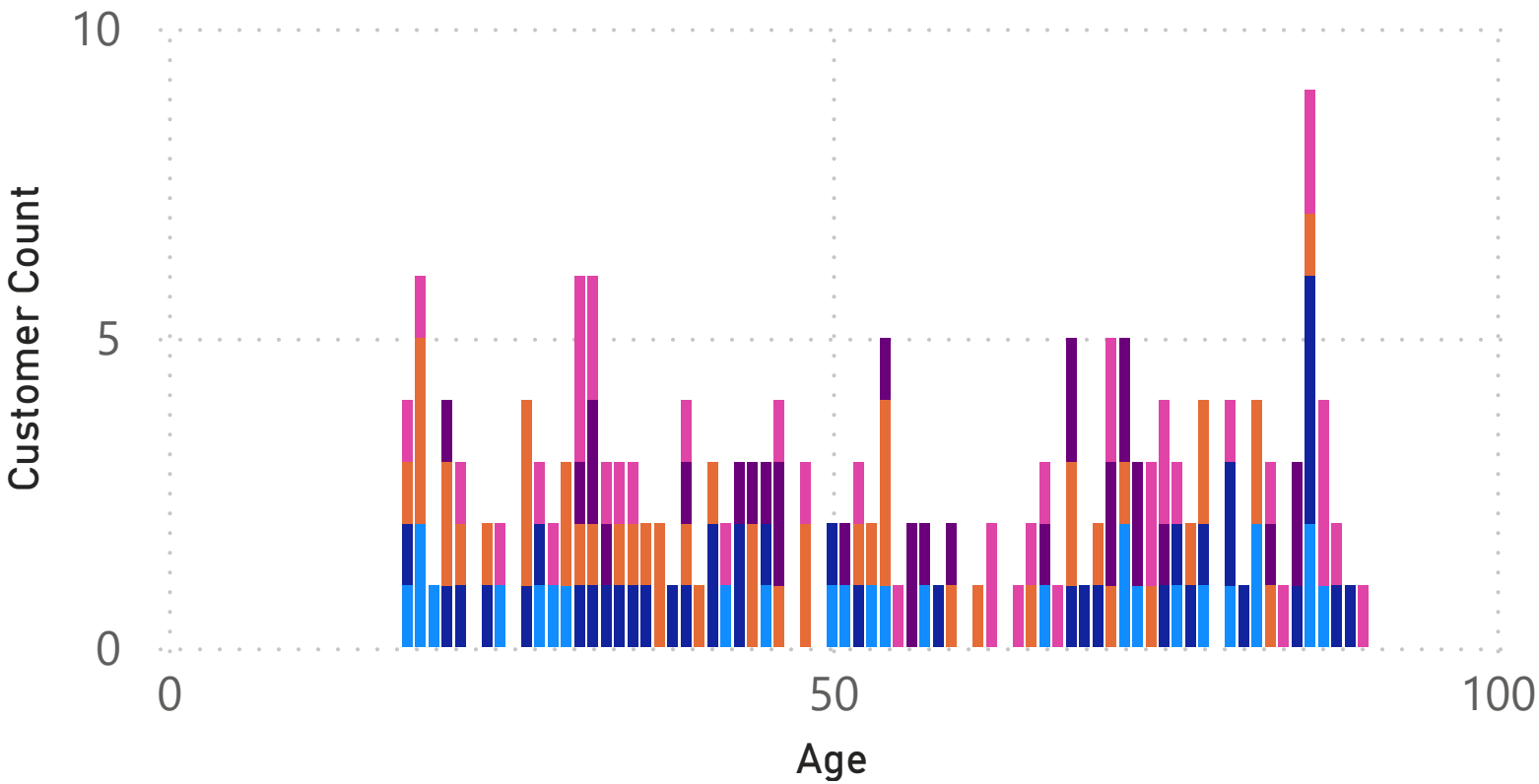


Income Trends By Average Age



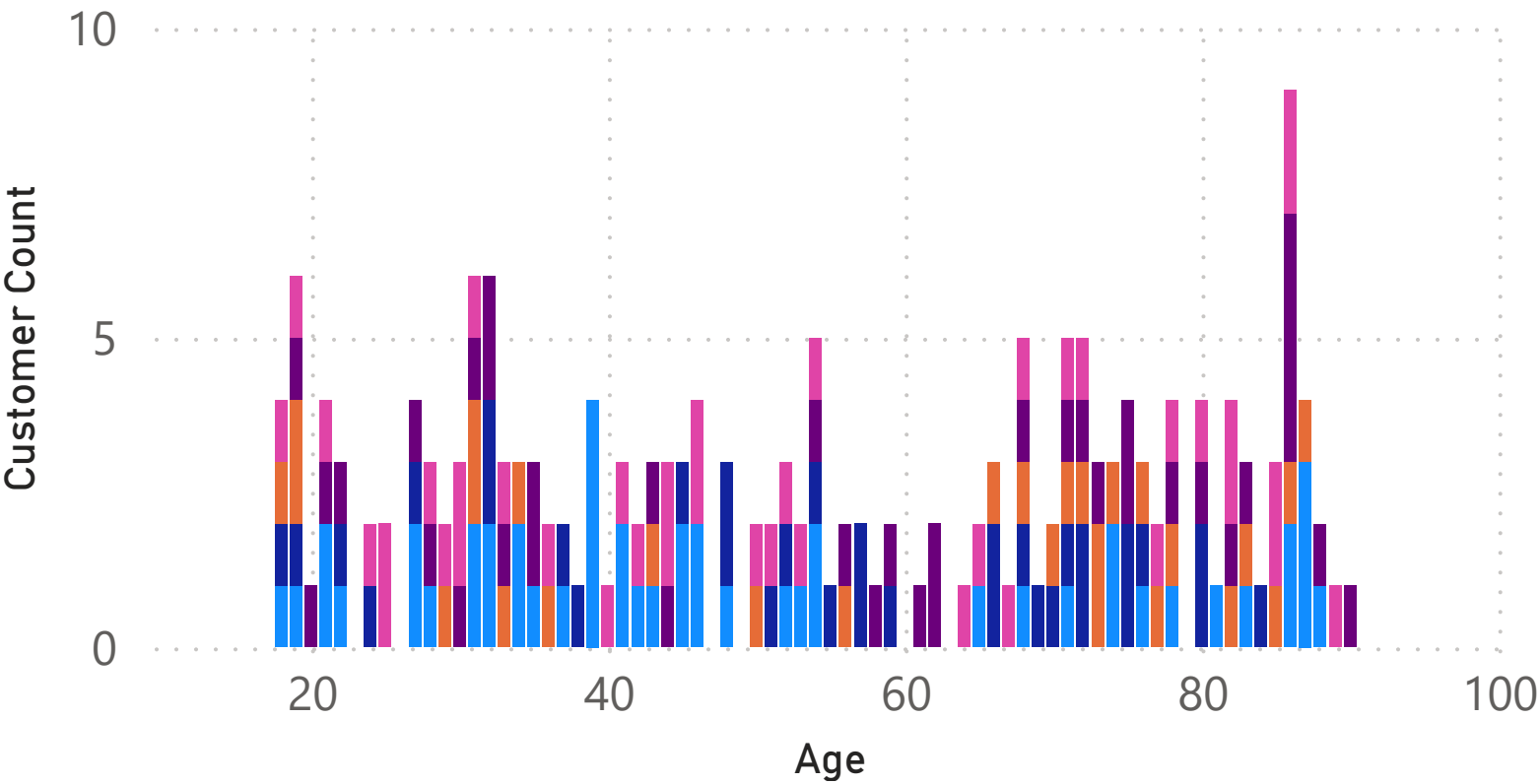
Customer Age distribution by Subscription Type

subscription\_ty... Enterprise Free Premium Trial Unknown

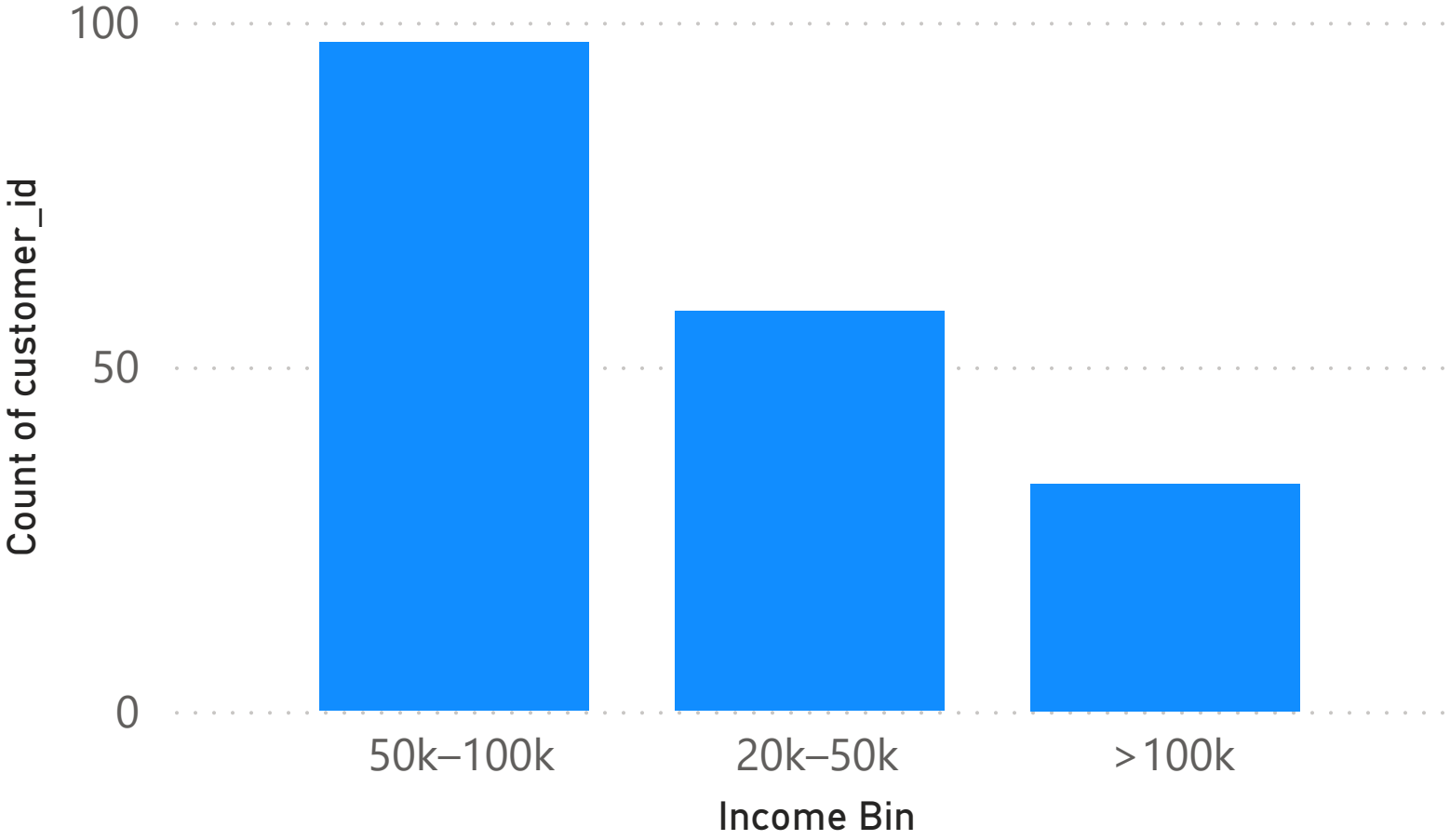


Customer Age distribution by Country

country\_code Germany India Nigeria United Kingdom



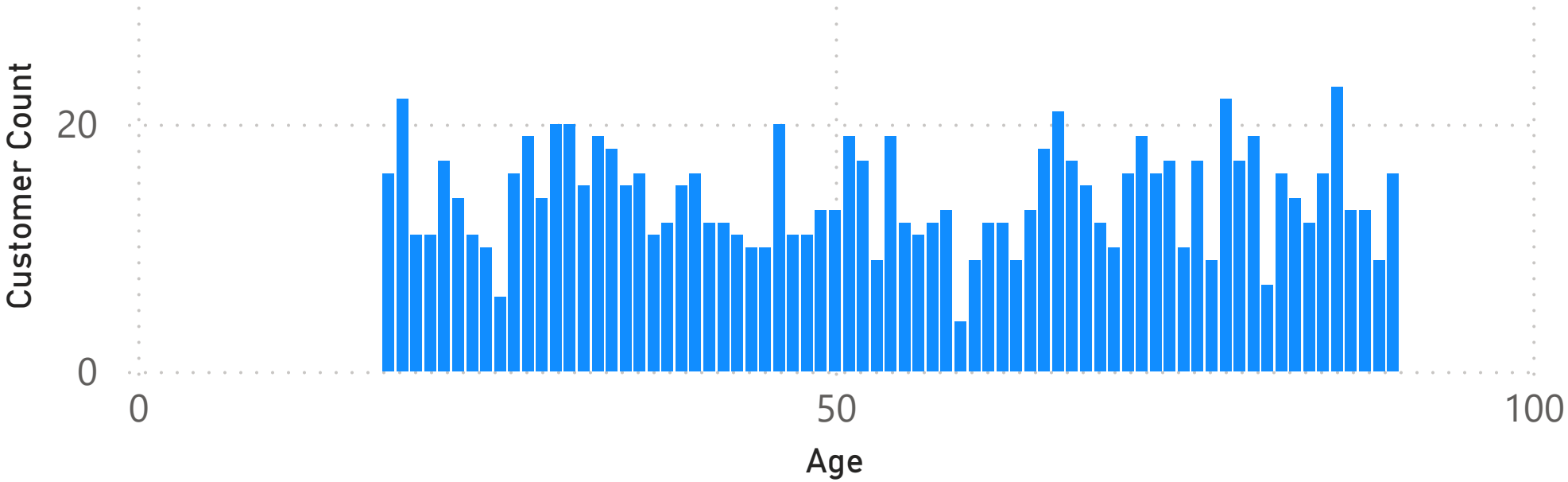
Customer Count by Income Distribution





LaserengraveDeals - Report for Distribution

Customer Count by Age



Select Metric

Age

country

Subscription Type

Average Age

54

Valid Signup %

100.0%

Sign Up Date

19/07/2020

03/09/2027

country\_code

Germany

India

Nigeria

United Kingdc

United States

Average income

69,896.5

average Income

Select all

fjackson@laserengrave...

Valid Signup %

Total Customers

Average Income

Email	Age Group	Signup Date
mark10@example.org	18–30	12/11/2024
heatherowens@example.org	70+	13/11/2024
MICHAELBALDWIN@EXAMPLE.COM	31–40	19/11/2024
kingdanielle@example.org	70+	22/11/2024
marcia99@example.org	31–40	22/11/2024
ugraham@example.org	61–70	22/11/2024
katiegood@example.net	18–30	24/11/2024
sherry72@example.org	41–50	24/11/2024
dwatts@example.org	18–30	28/11/2024
troy74@example.net	70+	01/12/2024

Laser Work Scorecard

399/399

MO

Total Customers

500

400

300

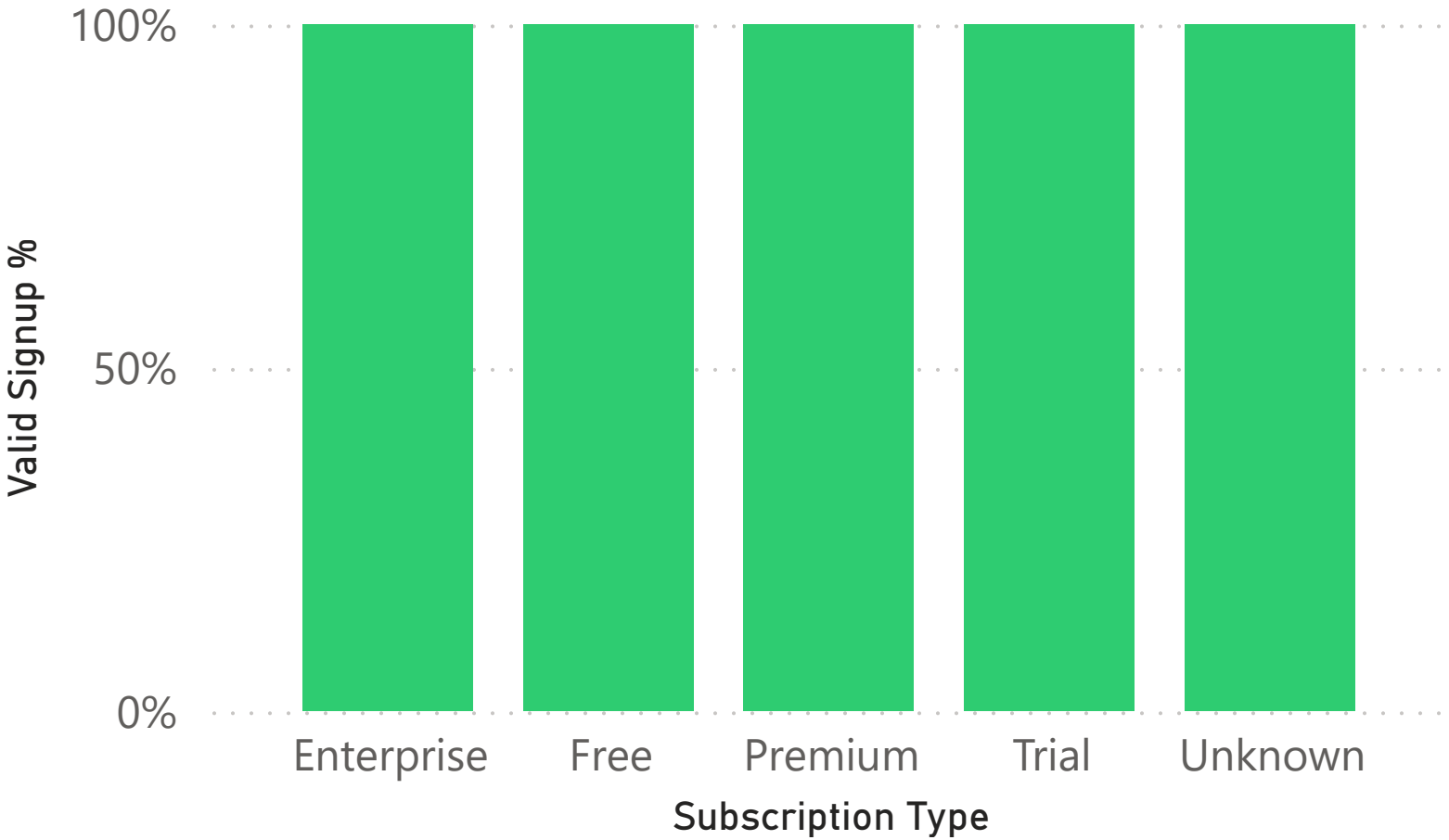
Oct 27

On track

Due 11/27/25



Signup Percentage distribution by Subscription Type

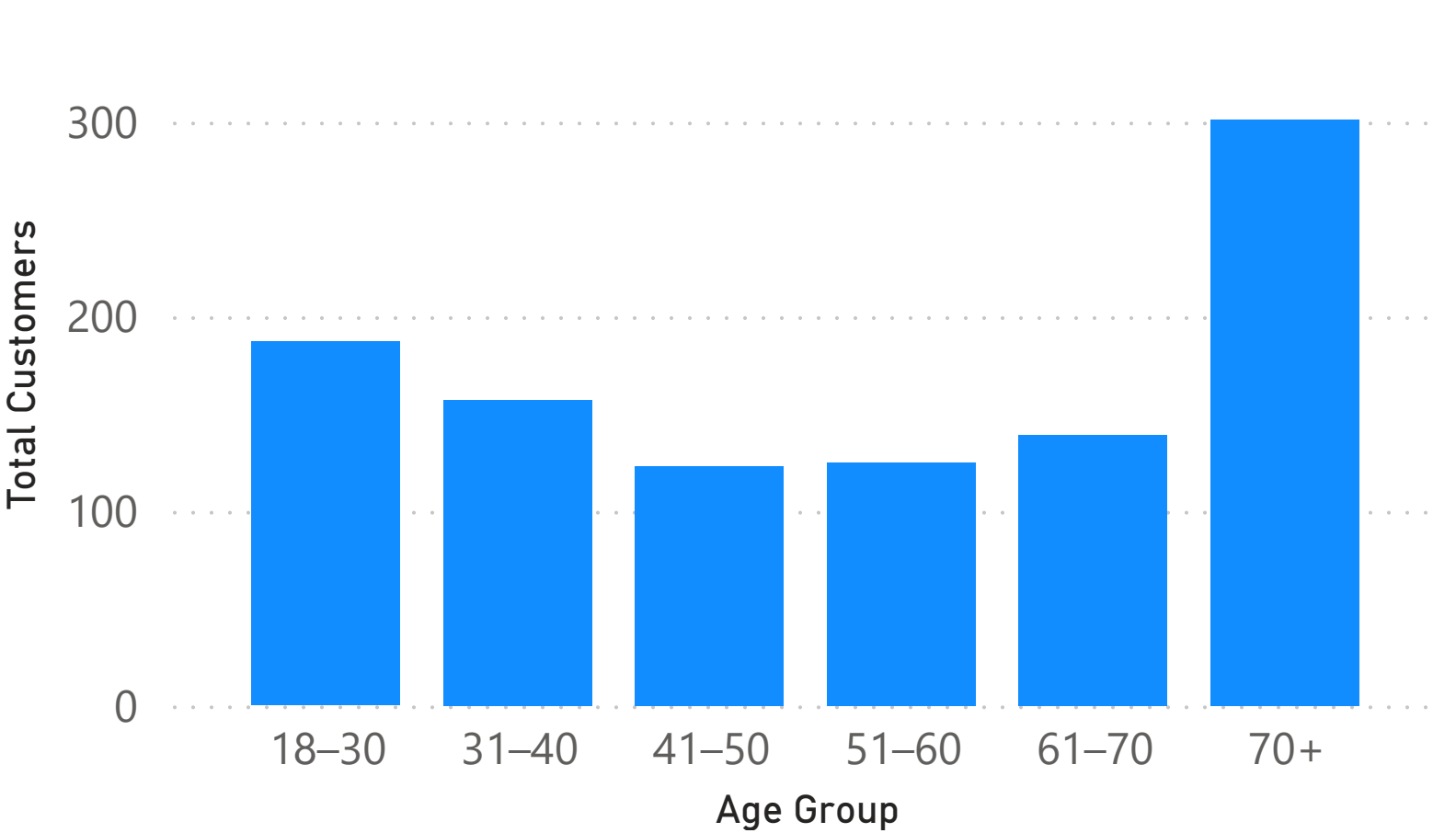


Location Distribution

Income Bin > 100k 20k–50k 50k–100k



Customer Count by Age Distribution



# Income Trends By Average Age

